

VALASSIS INSERTS™

NOV 20 1986

Farmington Westhills Office Park
34115 West Twelve Mile Rd.
Farmington Hills, MI 48018
(313) 553-9400

CLAUDE H. K.

Inserts

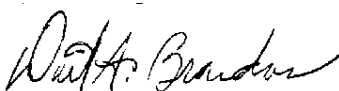
November 14, 1986

Dear Customer:

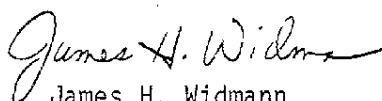
In keeping with the Valassis tradition of service, we wanted to be the first to provide you with an updated 1987 co-op FSI schedule.

The recently-announced arrangement between Valassis and NCC has resulted in Valassis' plan to publish an unprecedented **44 inserts in 1987**. Our desire is to provide you with the maximum number of date options for the upcoming promotional year.

Reservations are being taken through your Valassis representative. Please call us with any questions. We're anxious to do our part in making 1987 a banner year for you and the free-standing insert industry -- with the same quality, service, and reliability you expect and deserve!



David A. Brandon
Executive Vice President,
Chief Operating Officer



James H. Widmann
Division Vice President

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